Designing for Subscription Success

Session 814

Lauren Strehlow, Design Evangelist

© 2017 Apple Inc. All rights reserved. Redistribution or public display not permitted without written permission from Apple.

Sign me up!

OMG WHYYYYY?!

I don’t want to sign up anymore.

Effortless

Transparent

Engaging

Make it easy to subscribe.

Effortless

Transparent

Engaging

Effortless

Transparent

Engaging

Be visible

Hello! 👋

9:41 AM 100%

Science SUBSCRIBE

Challenging Mainstream Thought About Beauty's Big Hand in Evolution

By JAMES GORMAN

Last Updated: May 29, 2017

The upright wing pose of a greater bird of paradise. TIM LAMAN/ NATIONAL GEOGRAPHIC CREATIVE

Not long ago, a physicist at Stanford posed a rhetorical question that took me by surprise.

"Why is there so much beauty?" he asked.

Beauty was not what I was thinking the world was full of when he brought it up. The physicist, Manu Prakash, was captivated by

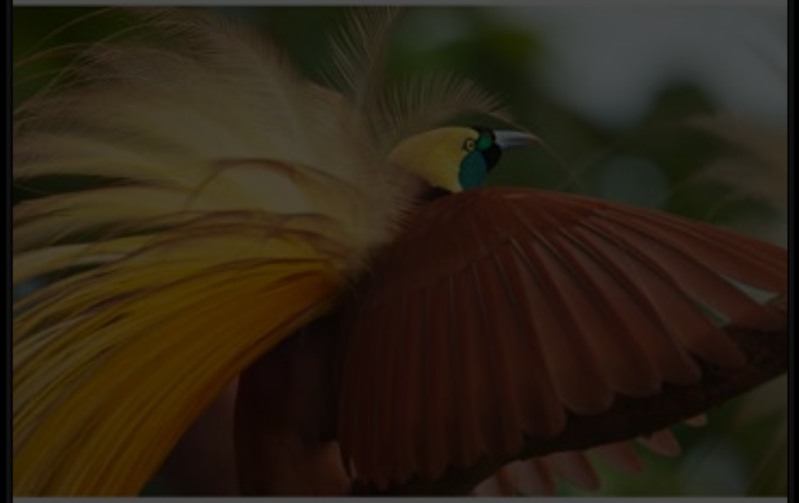
9:41 AM 100%

Science SUBSCRIBE

Challenging Mainstream Thought About Beauty's Big Hand in Evolution

By JAMES GORMAN

Last Updated: May 29, 2017



The upright wing pose of a greater bird of paradise. TIM LAMAN/ NATIONAL GEOGRAPHIC CREATIVE

Not long ago, a physicist at Stanford posed a rhetorical question that took me by surprise.

"Why is there so much beauty?" he asked.

Beauty was not what I was thinking the world was full of when he brought it up. The physicist, Manu Prakash, was captivated by

9:41 AM 100%

Food SUBSCRIBE

WHAT TO COOK

What to Cook This Weekend

By SAM SIFTON
Last Updated: 8:10 AM PT

Avocado tacos. KARSTEN MORAN FOR THE NEW YORK TIMES

Sam Sifton emails readers of Cooking five days a week to talk about food and suggest recipes. That email also appears here. To receive it in your inbox, register here.

Good morning. It's been a long since the last one, so how about a Saturday night taco feast? You could make a big batch of picadillo to stuff into taco shells, and

9:41 AM 100%

Science SUBSCRIBE

Challenging Mainstream Thought About Beauty's Big Hand in Evolution

By JAMES GORMAN
Last Updated: May 29, 2017

The upright wing pose of a greater bird of paradise. TIM LAMAN/ NATIONAL GEOGRAPHIC CREATIVE

Not long ago, a physicist at Stanford posed a rhetorical question that took me by surprise.

"Why is there so much beauty?" he asked.

Beauty was not what I was thinking the world was full of when he brought it up. The physicist, Manu Prakash, was captivated by

9:41 AM 100%

Travel SUBSCRIBE

CHASING THE DEAL

Pets on the Premises? It's a Hotel Perk

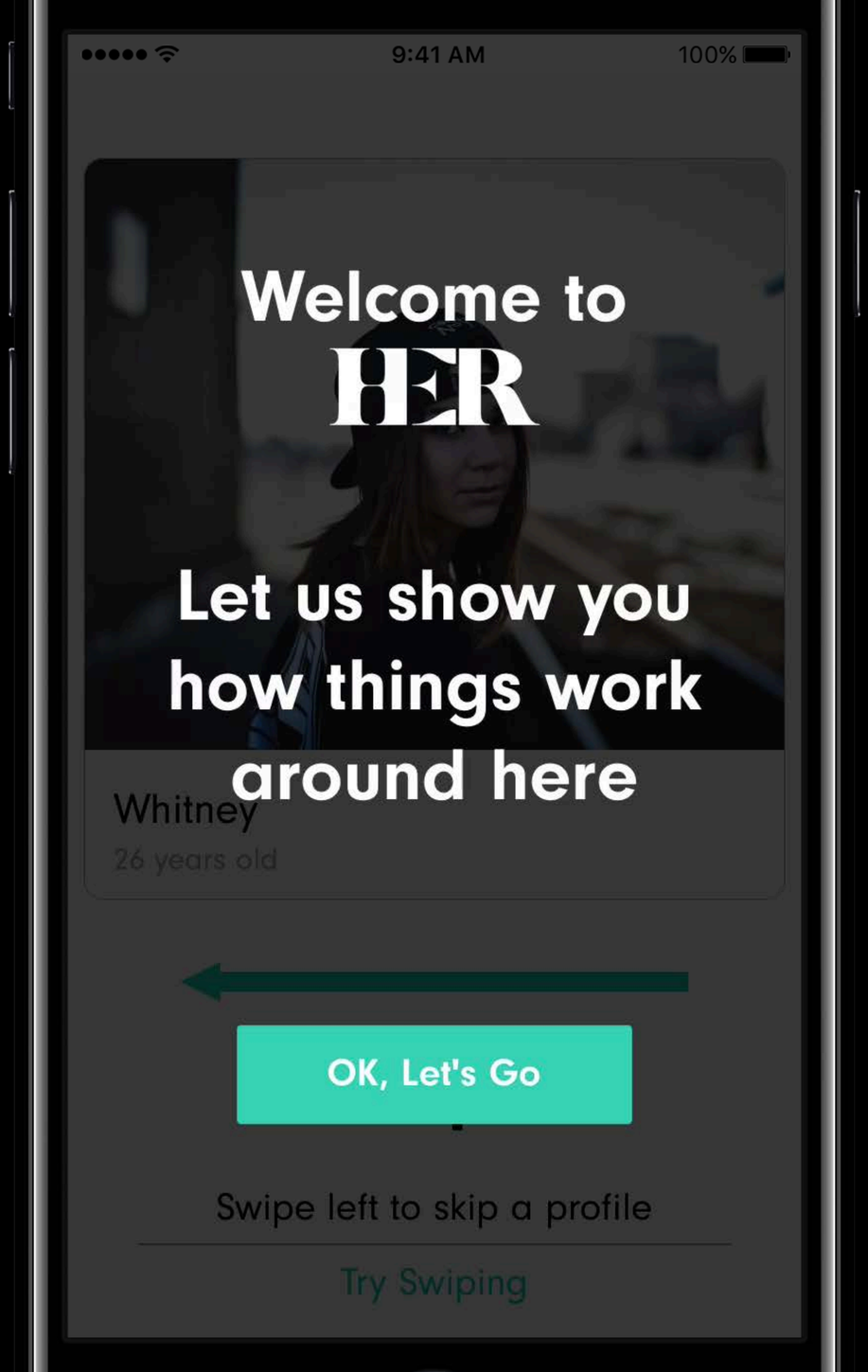
By JESSICA COLLEY CLARKE
Last Updated: 3:00 AM PT

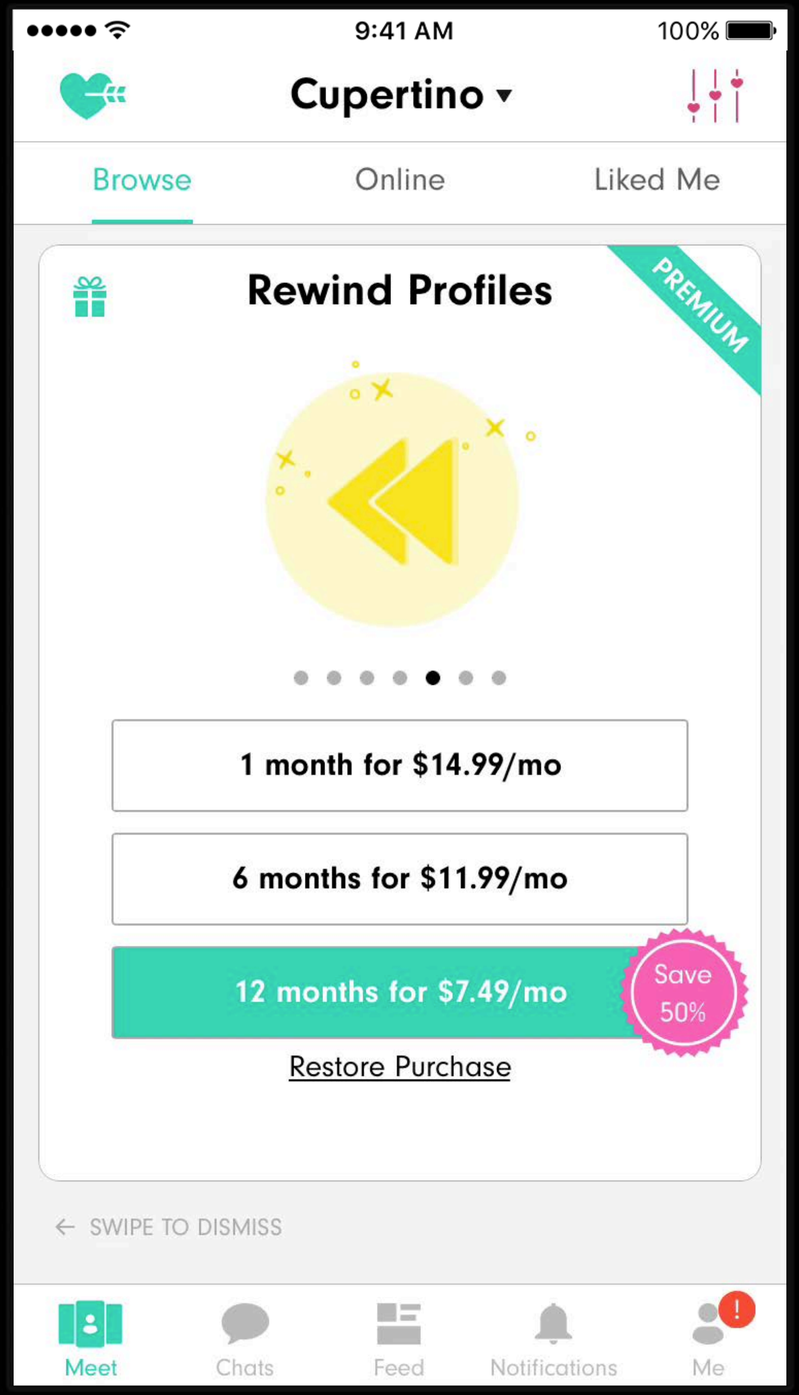
Buster Brown at Craddock Terry Hotel in Lynchburg, Va. CRADDOCK TERRY HOTEL

When booking a room, it may not occur to travelers to ask whether a hotel has pets. Yet interaction with animals can improve mental health, and has been shown to ease depression. Some hotels are luring customers with mascots, and not just dogs, but also birds, cats, tortoises and even

Subscription ≠ Ad
Subscription ≠ Notification

I’m interested


9:41 AM
100%
Welcome to
HER
Let us show you how things work around here
Whitney
26 years old
OK, Let's Go
Swipe left to skip a profile
Try Swiping


9:41 AM
100%
Cupertino
Browse
Online
Liked Me
Rewind Profiles
PREMIUM
1 month for $14.99/mo
6 months for $11.99/mo
12 months for $7.49/mo
Save 50%
Restore Purchase
SWIPE TO DISMISS
Meet
Chats
Feed
Notifications
Me

9:41 AM 100%

Cupertino

Browse Online Liked Me

Rewind Profiles

PREMIUM

1 month for $14.99/mo

6 months for $11.99/mo

12 months for $7.49/mo

Save 50%

Restore Purchase

← SWIPE TO DISMISS

Meet Chats Feed Notifications Me

9:41 AM 100%

Science SUBSCRIBE

Challenging Mainstream Thought About Beauty's Big Hand in Evolution

By JAMES GORMAN

Last Updated: May 29, 2017

The upright wing pose of a greater bird of paradise. TIM LAMAN/ NATIONAL GEOGRAPHIC CREATIVE

Not long ago, a physicist at Stanford posed a rhetorical question that took me by surprise.

"Why is there so much beauty?" he asked.

Beauty was not what I was thinking the world was full of when he brought it up. The physicist, Manu Prakash, was captivated by

9:41 AM 100%

Settings

Account Information

Filters

Blocked Profiles

Subscribe to Her Premium

Premium Features

- View who's liked you
- See who's online to chat1
- Change Location
- Unlimited Swipes
- Rewind Profiles

Meet | Chats | Feed | Notifications | Me

9:41 AM 100%

Settings

Done

Log In or Create Account

Subscribe

Restore Existing Subscription

Manage iTunes Subscription

DISPLAY

Text Size

REFRESH

Refresh Automatically

Updates the news automatically each time you open the app.

SUPPORT

Report a Bug

Subscription Question

9:41 AM 100%

Settings

Account Information

Filters

Blocked Profiles

Subscribe to Her Premium

Premium Features

View who's liked you

See who's online to chat1

Change Location

Unlimited Swipes

Rewind Profiles

Meet Chats Feed Notifications Me

9:41 AM 100%

Settings Done

Log In or Create Account

Subscribe

Restore Existing Subscription

Manage iTunes Subscription

DISPLAY

Text Size

REFRESH

Refresh Automatically

Updates the news automatically each time you open the app.

SUPPORT

Report a Bug

Subscription Question

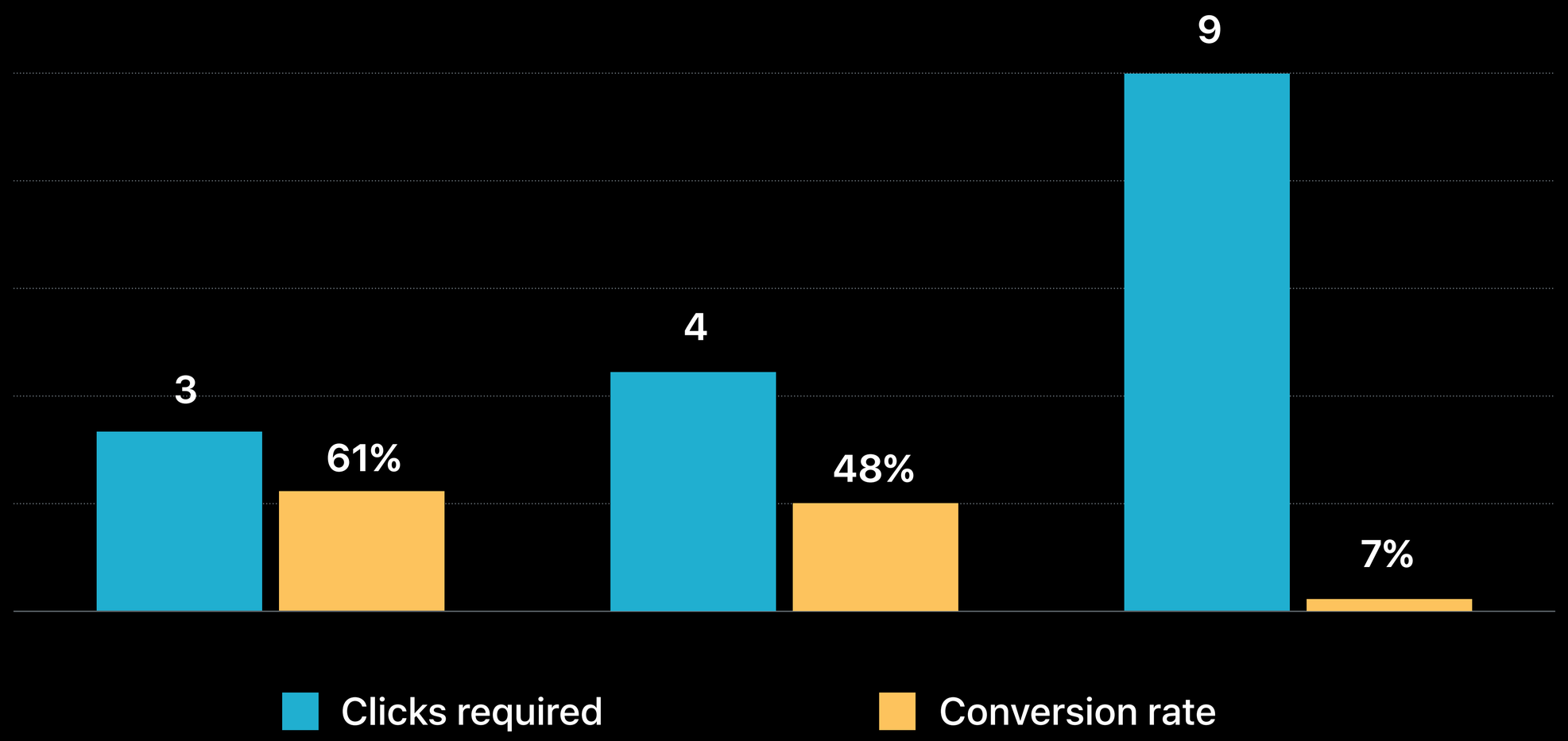
Effortless

Transparent

Engaging

Remove friction

Hello Subscribers! 👋


9
4
3
61%
48%
7%
Clicks required
Conversion rate

Less is more.

Effortless

Transparent

Engaging

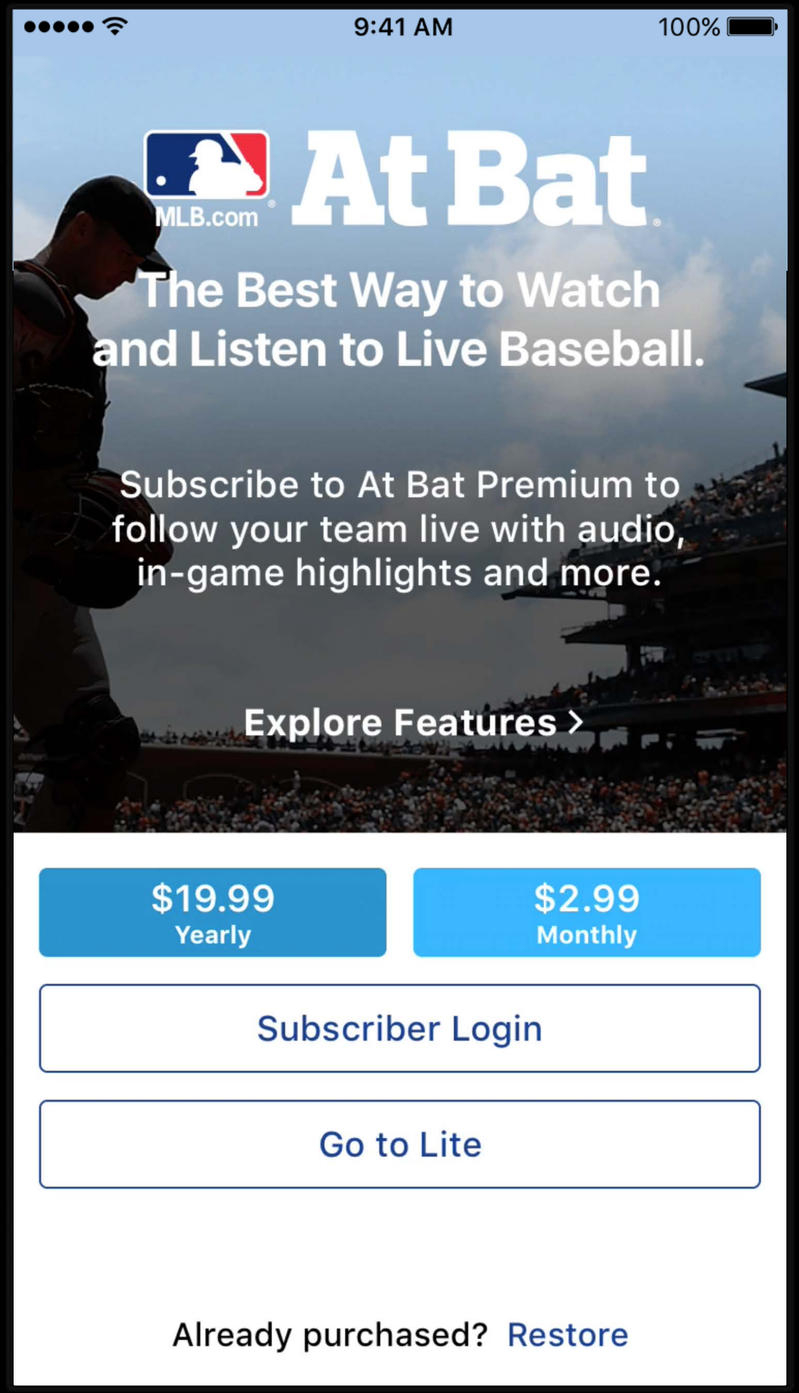
Effortless

Transparent

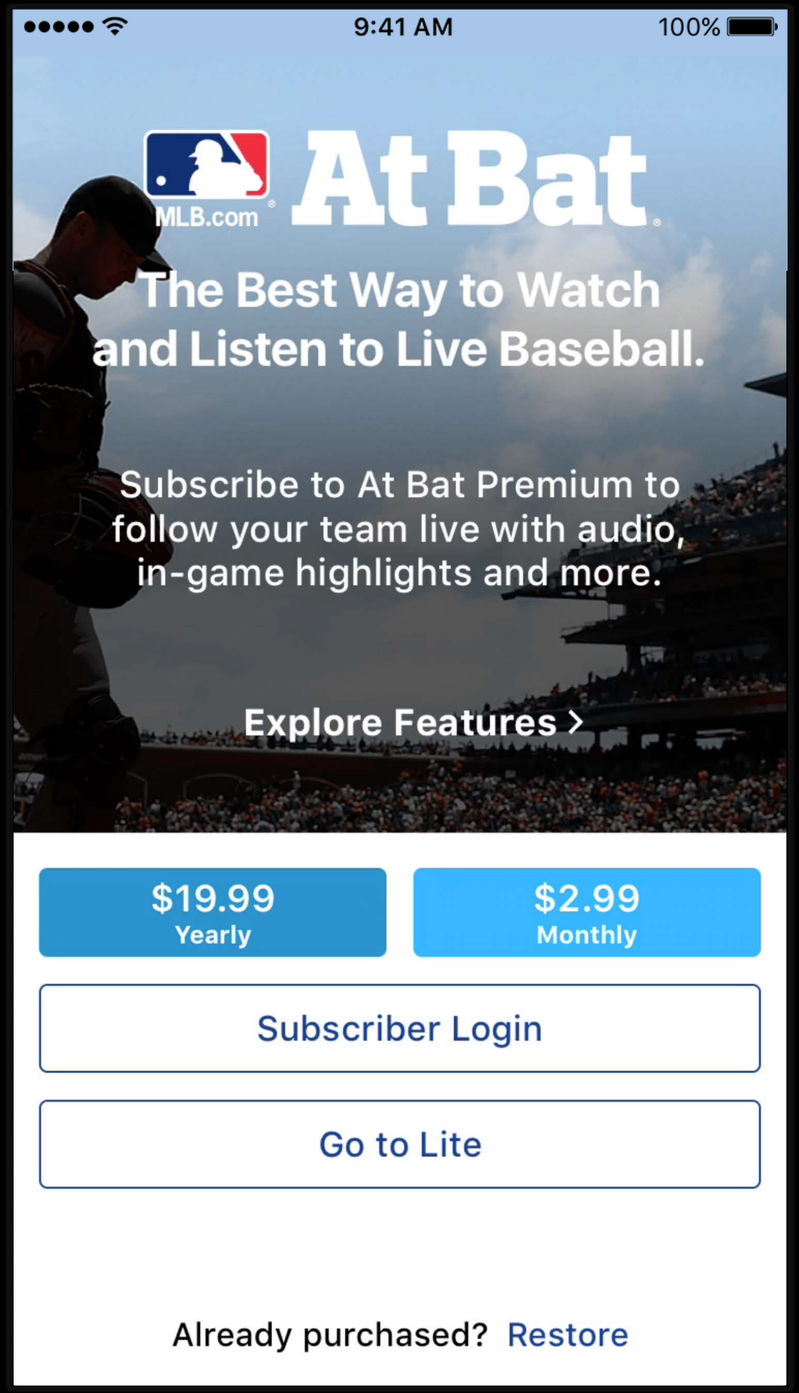
Engaging

Provide clear terms

Hello Lawyers! 👋

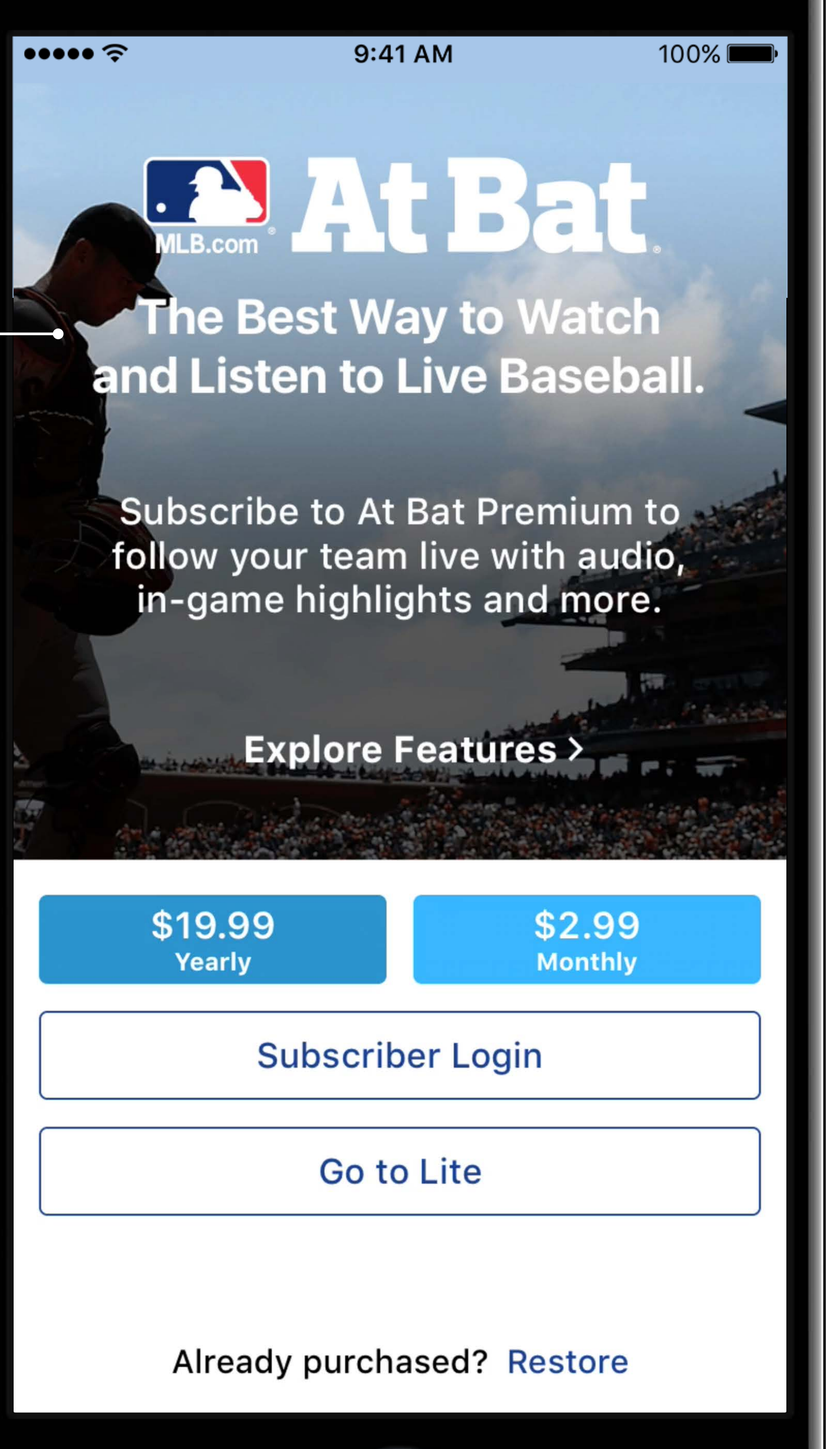

9:41 AM
100%
MLB.com
At Bat
The Best Way to Watch and Listen to Live Baseball.
Subscribe to At Bat Premium to follow your team live with audio, in-game highlights and more.
Explore Features ›
$19.99
Yearly
$2.99
Monthly
Subscriber Login
Go to Lite
Already purchased? Restore

Always Include



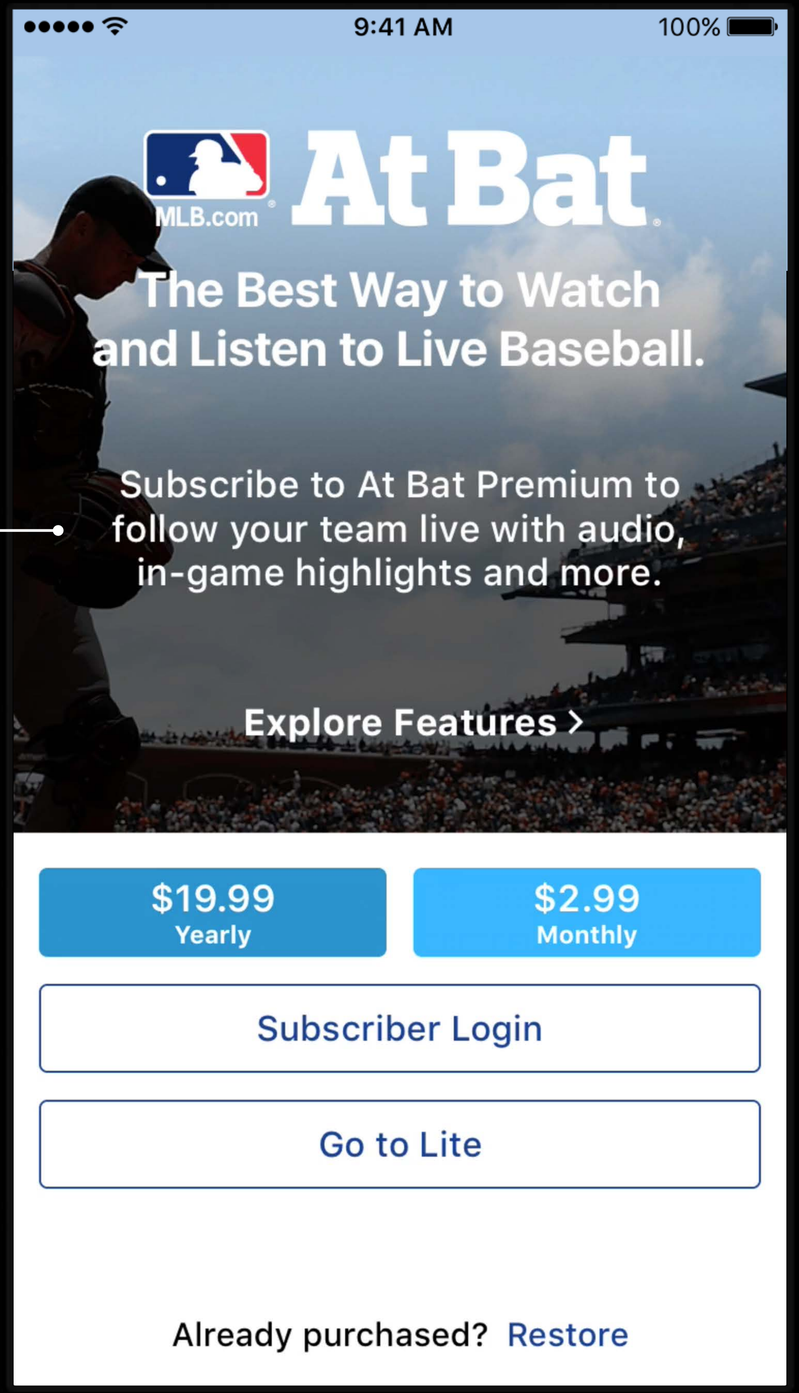
Always Include

Value proposition

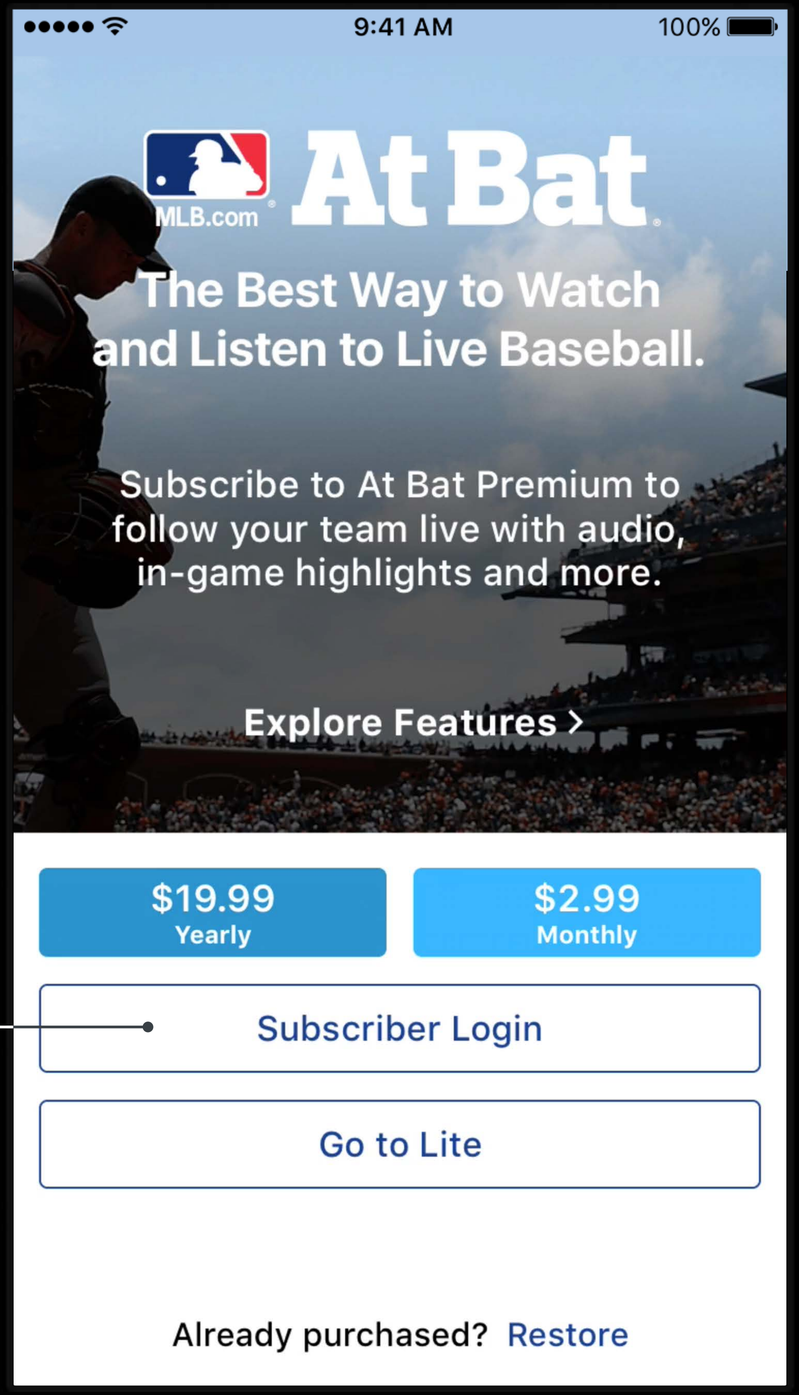


Always Include

Call to action

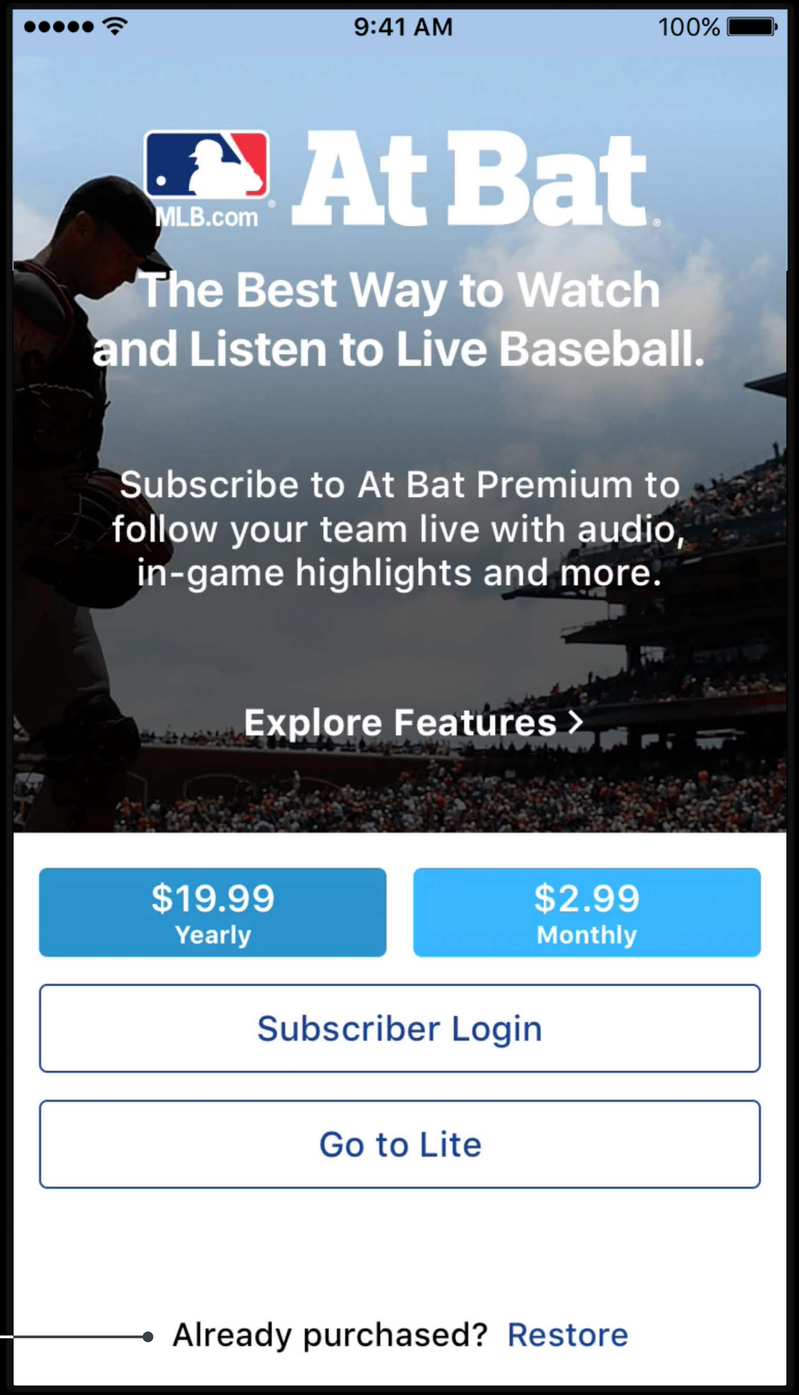


Always Include



Log in

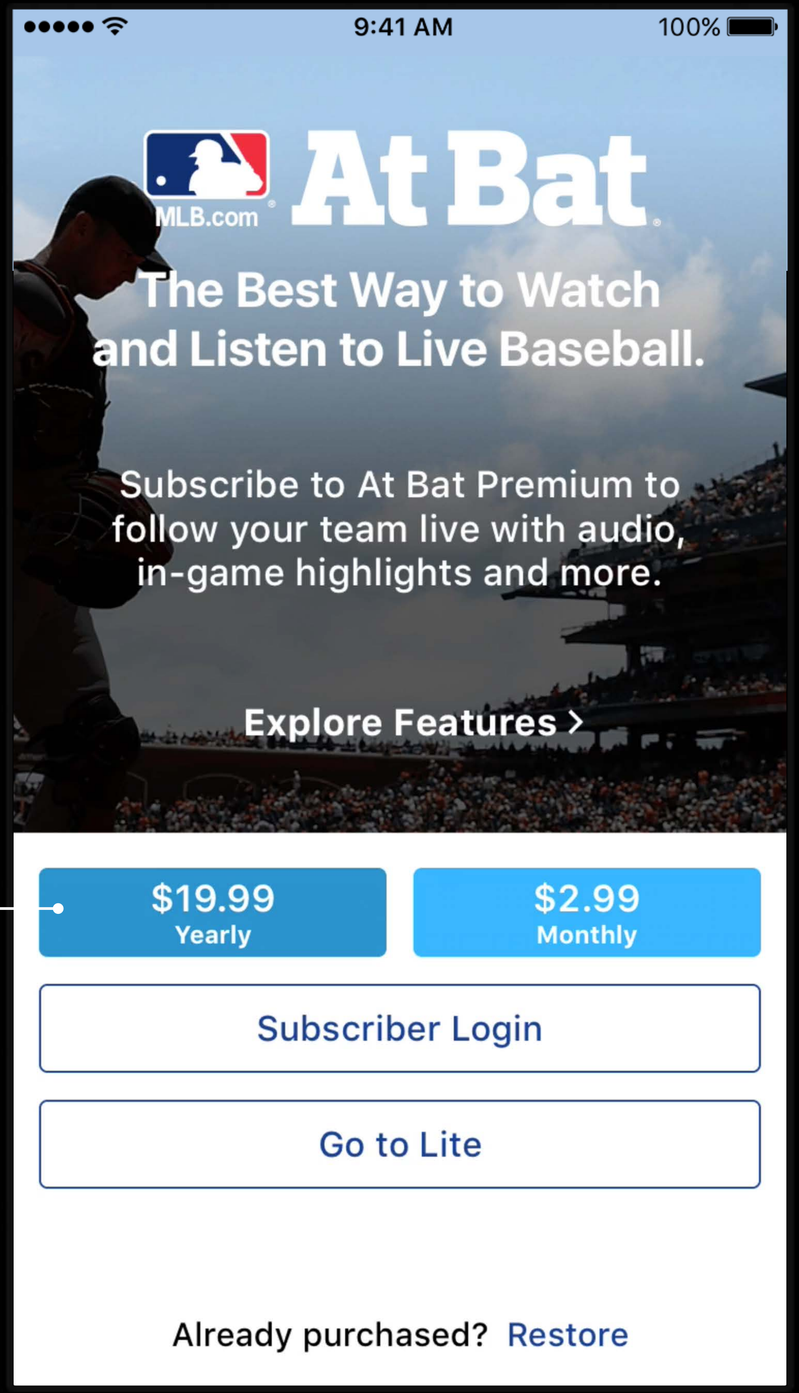
Always Include



Restore

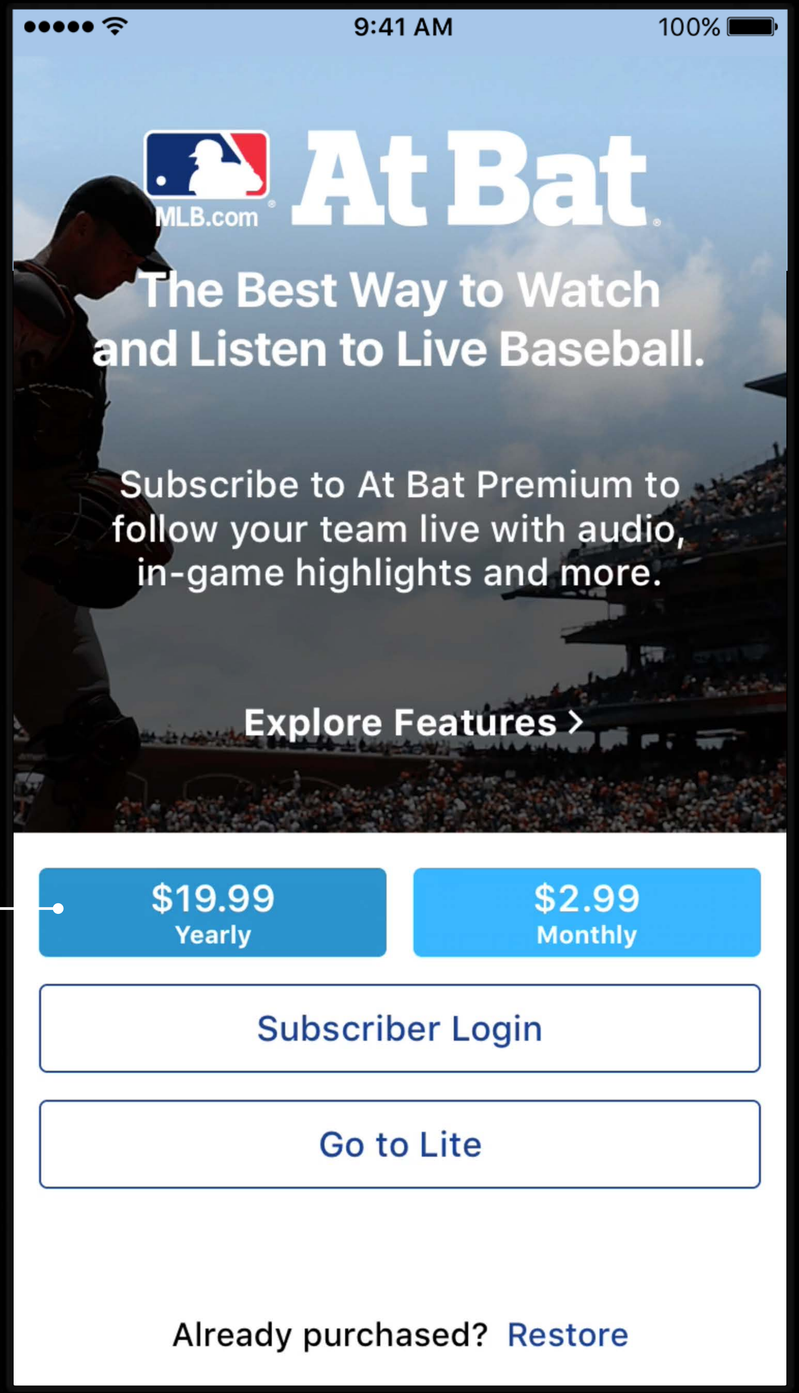
Always Include

Sign up



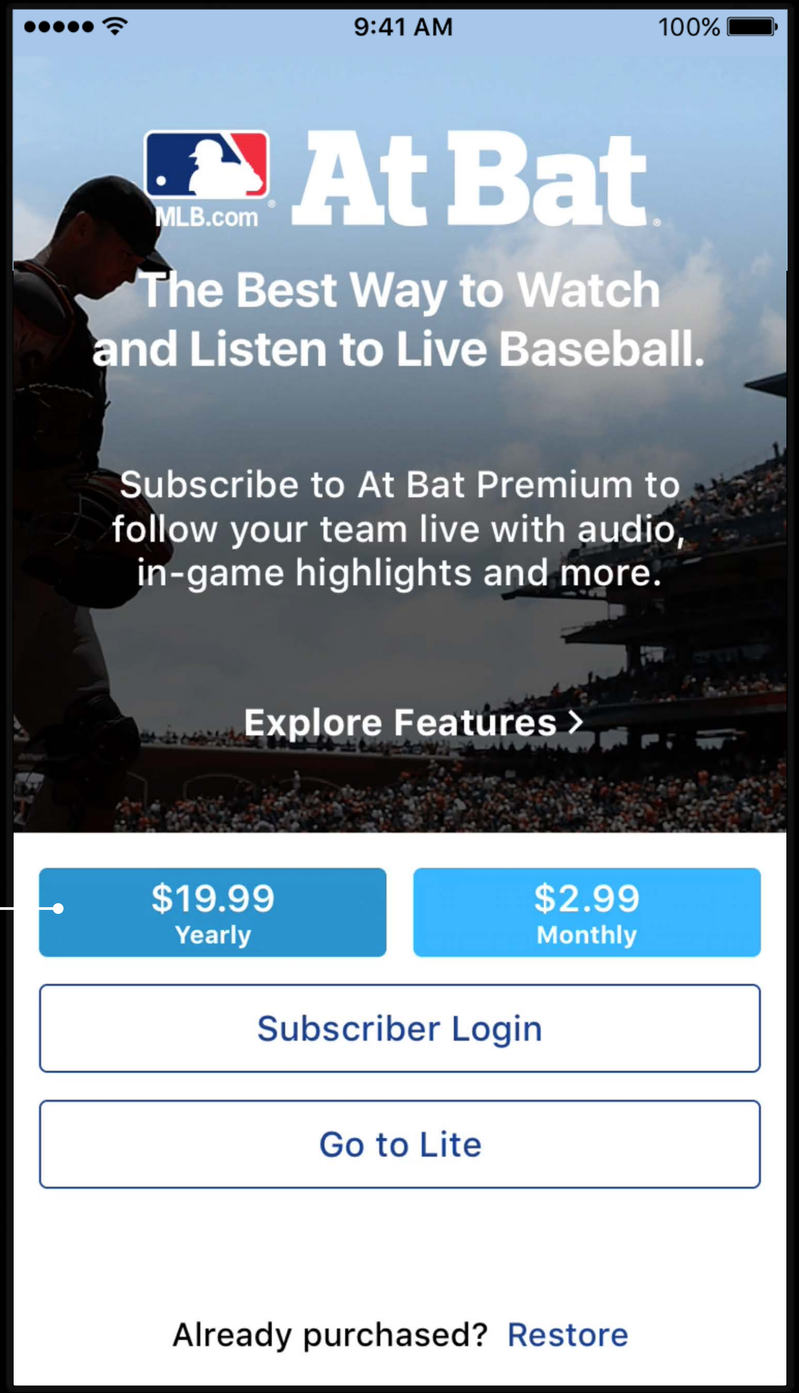
Always Include

Clear terms



Always Include

Multiple tiers



Always Include

Value proposition

Call to action

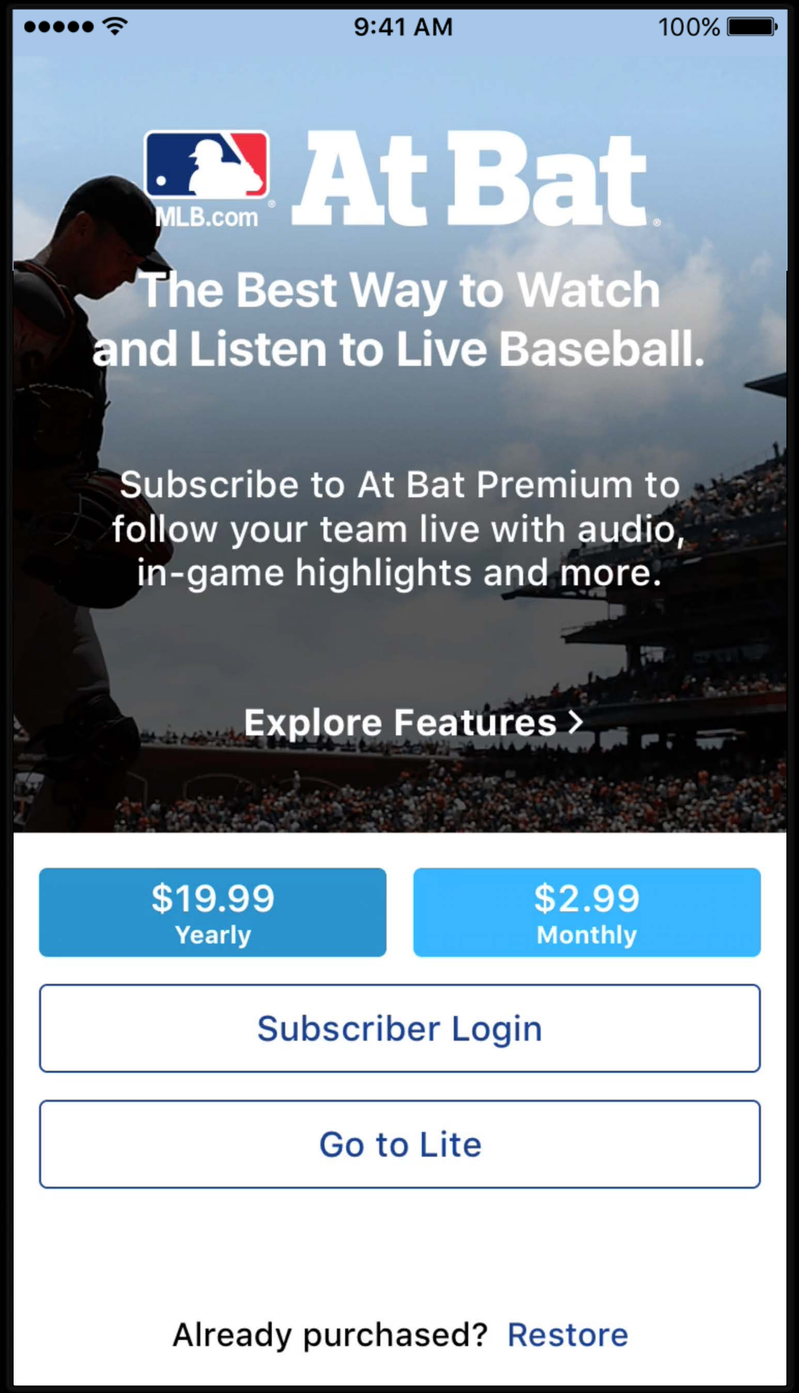
Clear terms

Sign up

Multiple tiers

Log in

Restore



Keep it simple.

Effortless

Transparent

Engaging

Effortless

Transparent

Engaging

Engage through experience

Hello Subscribers! 👋

Engage through experience

Free trial

Premium feature

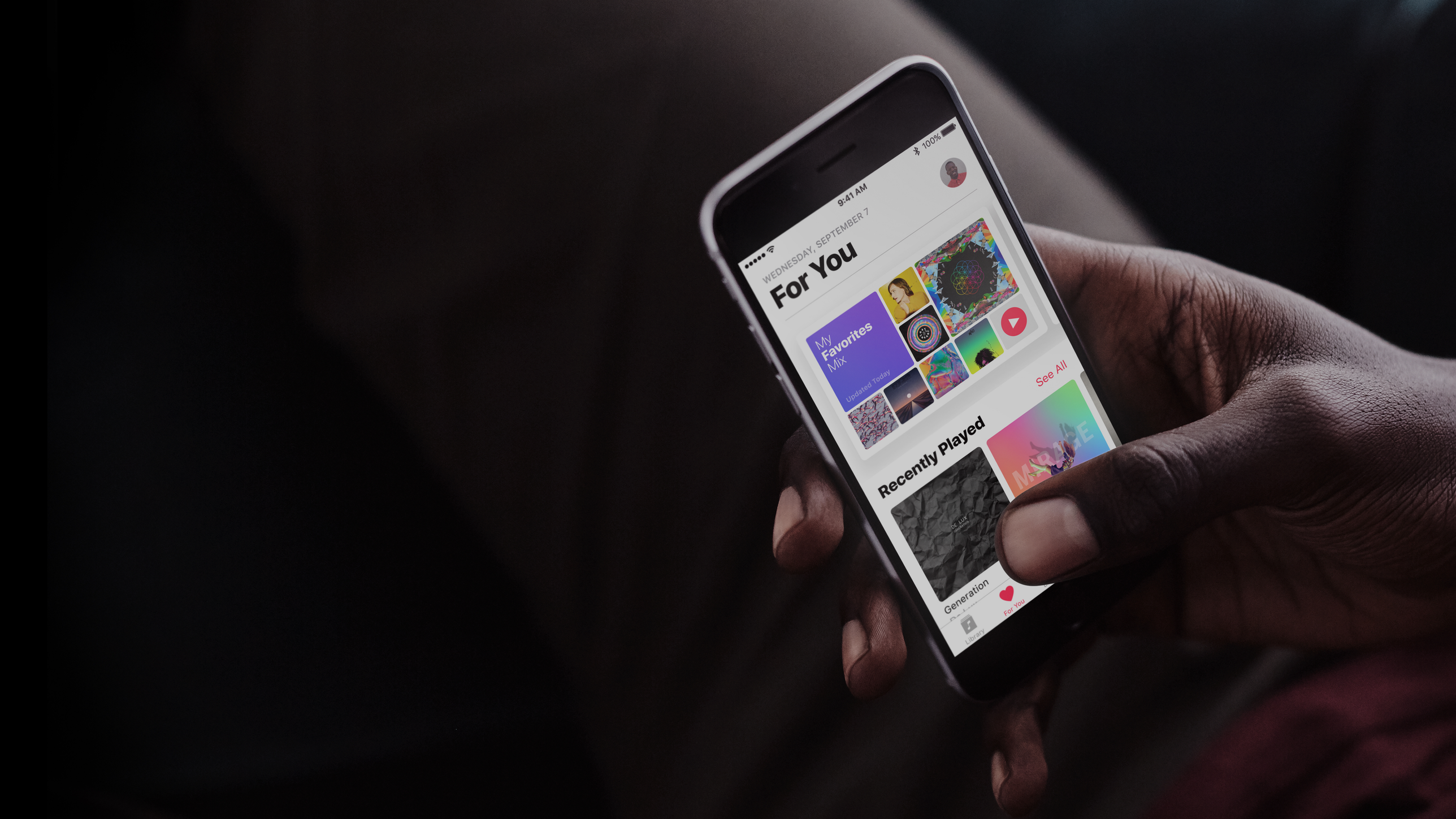
Sample content

Engage through experience

Free trial

Premium feature

Sample content


100%
9:41 AM
WEDNESDAY, SEPTEMBER 7
For You
My Favorites Mix
Updated Today
See All
Recently Played
Generation
Library
For You

HBO NOW

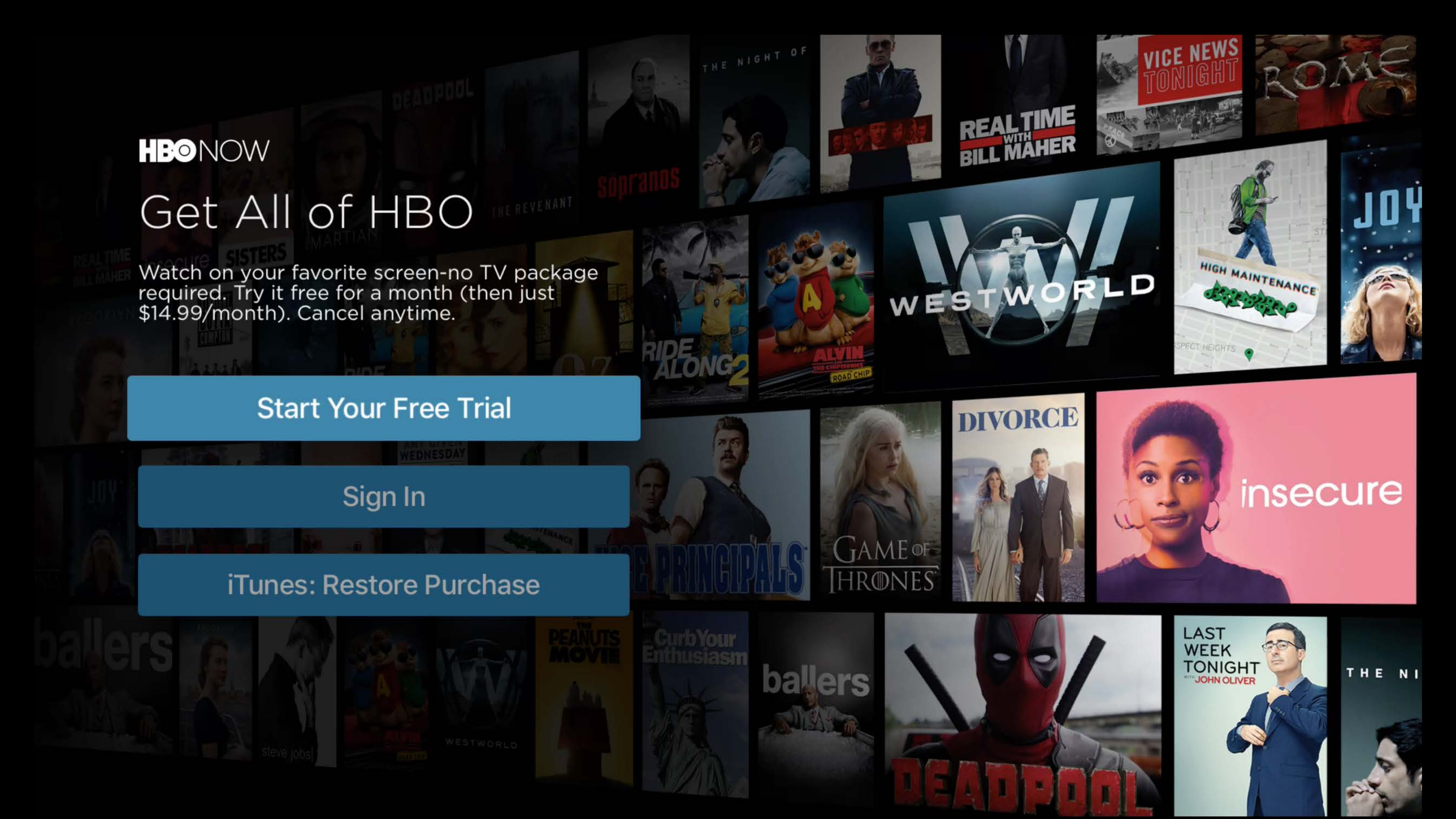
Get All of HBO

Watch on your favorite screen-no TV package required. Try it free for a month (then just $14.99/month). Cancel anytime.

Start Your Free Trial

Sign In

iTunes: Restore Purchase

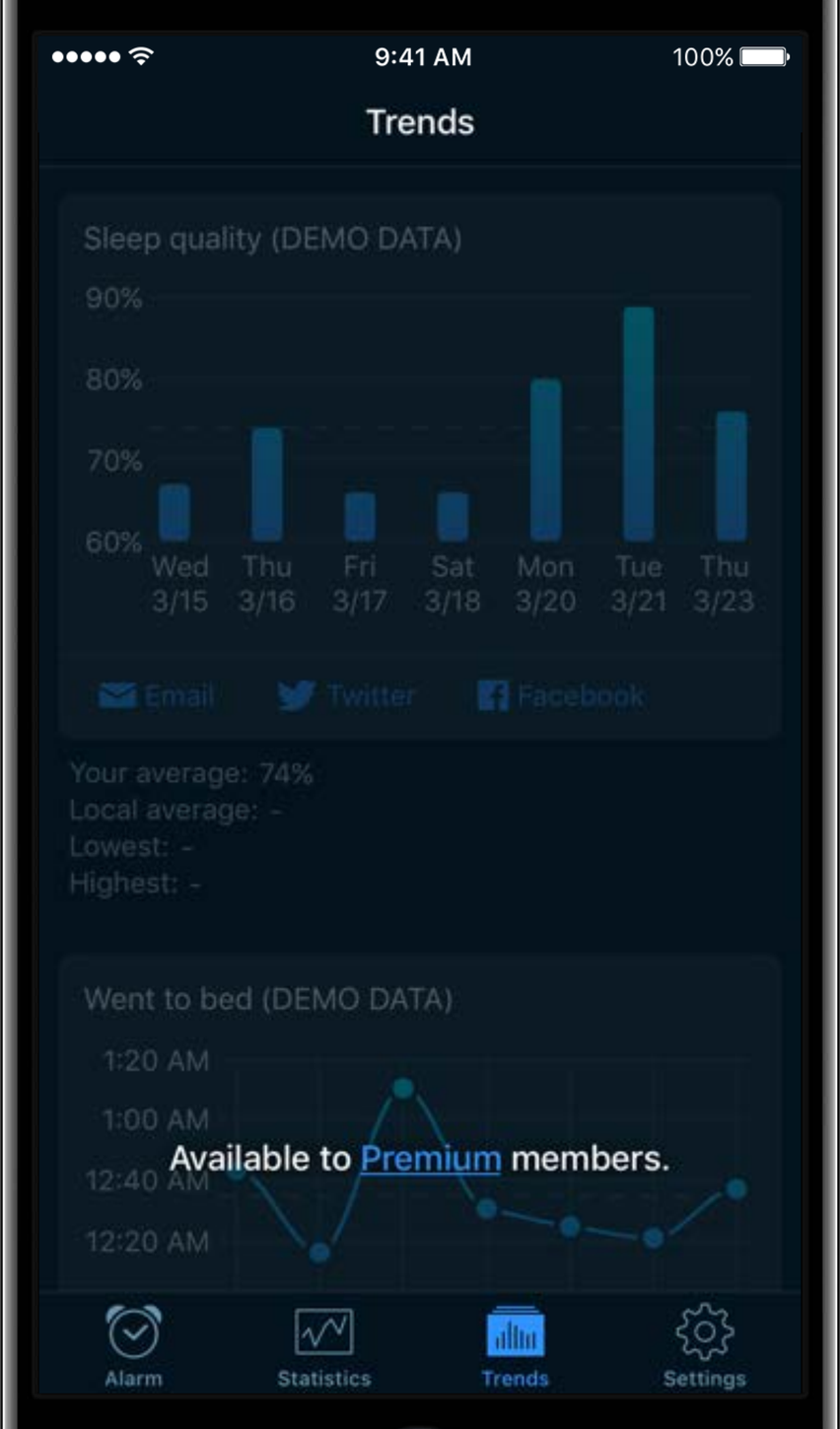


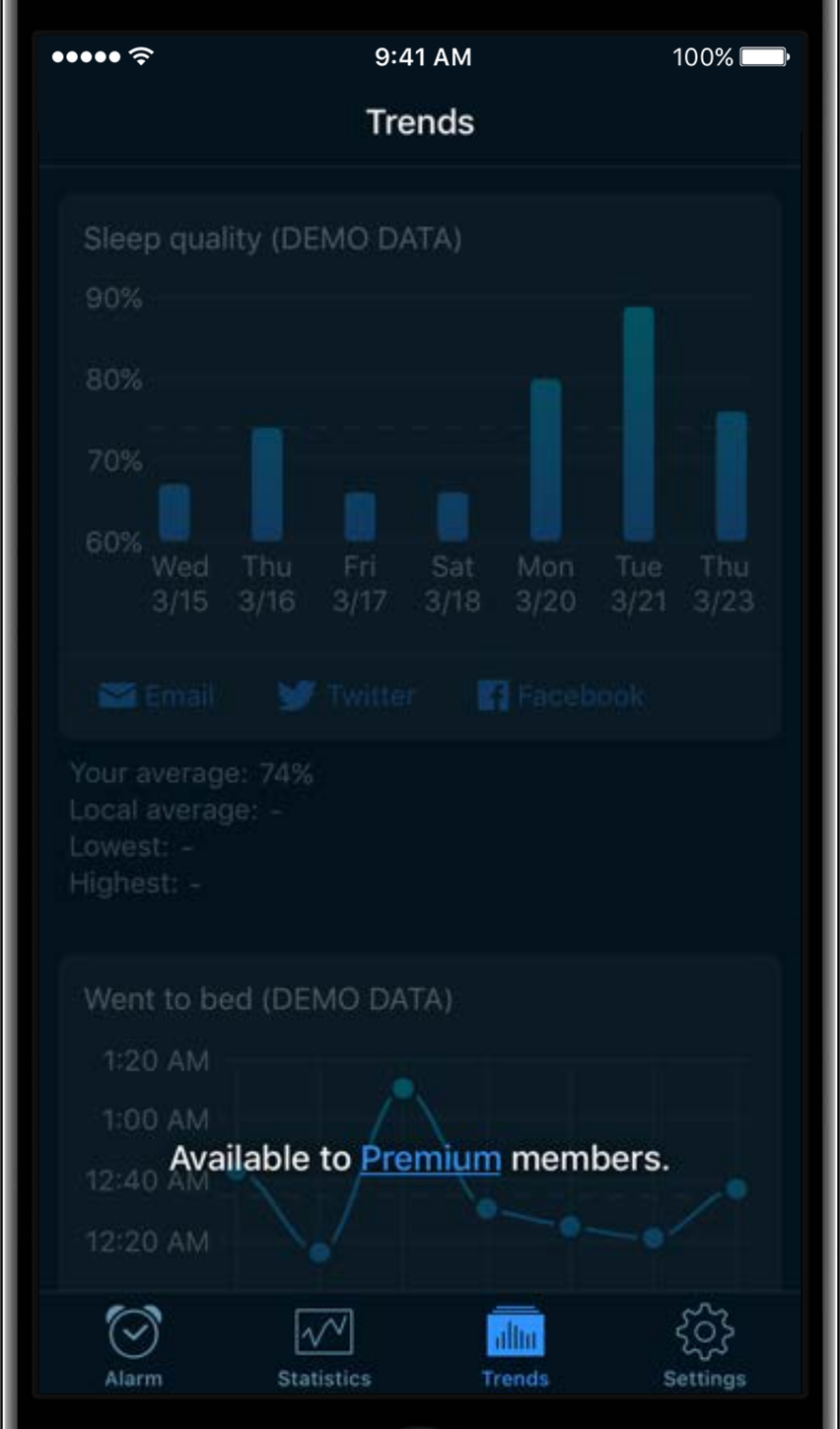
Engage through experience

Free trial

Premium feature

Sample content


9:41 AM
100%
Trends
Sleep quality (DEMO DATA)
90%
80%
70%
60%
Wed 3/15
Thu 3/16
Fri 3/17
Sat 3/18
Mon 3/20
Tue 3/21
Thu 3/23
Email
Twitter
Facebook
Your average: 74%
Local average: -
Lowest: -
Highest: -
Went to bed (DEMO DATA)
1:20 AM
1:00 AM
12:40 AM
12:20 AM
Available to Premium members.
Alarm
Statistics
Trends
Settings


9:41 AM
100%
Trends
Sleep quality (DEMO DATA)
90%
80%
70%
60%
Wed 3/15
Thu 3/16
Fri 3/17
Sat 3/18
Mon 3/20
Tue 3/21
Thu 3/23
Email
Twitter
Facebook
Your average: 74%
Local average: -
Lowest: -
Highest: -
Went to bed (DEMO DATA)
1:20 AM
1:00 AM
12:40 AM
12:20 AM
Available to Premium members.
Alarm
Statistics
Trends
Settings

Engage through experience

Free trial

Premium feature

Sample content

An Unexpected Wine Sanctuary in Baja California

By ROBERT DRAPER

Last Updated: April 28, 2017

The vineyard at Bruma Valle de Guadalupe, a small resort that is being expanded by Juan Pablo Arroyuelo, a Mexico City developer. ORIANA KOREN FOR THE NEW YORK TIMES

As we drove along the heavily pocked dirt road, bouncing our way through near-total darkness, with no signs to indicate the proximity to our destination — with no signs of any sort — the whites of my girlfriend's eyes were plainly visible in the night as she murmured, "I'm not so sure about this."

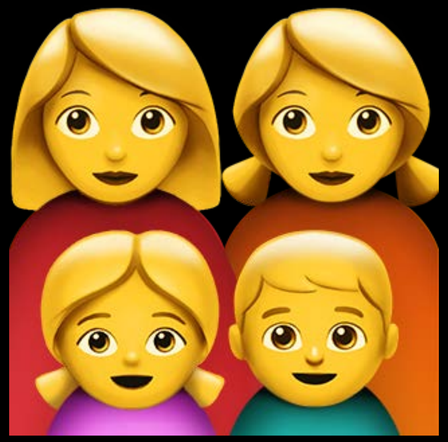
You have read 1 of 10 free articles this month.

Engage through experience

Free trial

Premium feature

Sample content



Your Audience

Effortless

Transparent

Engaging

That was easy!

WWDC17